

IOWA STATE UNIVERSITY

Digital Repository

Volume 21

Number 4 *The Iowa Homemaker* vol.21, no.4

Article 3

1941

Homemakers Respond To Canned Foods Survey

Elmo Roper

Iowa State College

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Roper, Elmo (1941) "Homemakers Respond To Canned Foods Survey," *The Iowa Homemaker*: Vol. 21 : No. 4 , Article 3.

Available at: <http://lib.dr.iastate.edu/homemaker/vol21/iss4/3>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

Homemakers Respond To

Canned Foods Survey

Elmo Roper reports attitudes of American homemakers in a survey on canning and labeling foods

MOST American women are satisfied with the present quality and labeling of canned fruits and vegetables.

Interviewed were 7,500 women from a variety of locations, economic levels and types of communities. It was found that the average homemaker usually chooses canned foods according to the brand. Occasionally she is guided by the size of the can or the price. On the whole she considers the price reasonable enough although she feels that she gets more food value for her money from fresh milk or fresh fruits and vegetables.

The chances are about 50-50 that she will read any farther on the label than the brand name. A considerable number of the women interviewed were apparently unaware that the purpose of the information on that piece of paper encircling their canned foodstuffs is to help the consumer get what she wants.

If she does examine the label it is usually only to find out the size or the contents of the can. Less than 10 percent of the women who look at labels read even the directions for preparation.

The homemaker would hardly be expected to want more information on her canned goods if she doesn't read what she has already. The few consumers who would like to know more about the contents of their cans suggest the addition of the date of packing, the grade, the number of servings and whether tested or inspected.

However, when American homemakers were asked if they felt that buying would be facilitated by standard grades they answered in the affirmative.

Although American women feel that grade labeling would be beneficial they seem confused as to its exact meaning. Over half of the women interviewed thought that it included data on vitamin content and general nourishment. The value of the question regarding the benefit of grading would probably have to be discounted in the light of the fact that the homemakers failed to understand the meaning of the term. However, if they feel

that grade labeling would be beneficial and that it refers to nutritive value they are at least becoming nutrition conscious, a long step in consumer education.

The women were asked what factors they would take into consideration in deciding which of several cans of peas were best. Size was the only quality mentioned by more than half of them. When asked the same question regarding peaches, no one quality was mentioned by as many as one-fourth of the women.

In choosing from a given list the four most important qualities for judging peaches, flavor was the only factor mentioned by one-half of the women.

While the findings of the survey would seem to show that the homemaker is satisfied with the present quality and labeling of canned fruits and vegetables her receptivity to change would indicate that satisfaction may be due in part to her never having thought about the question.

The variance of opinion as to the most important qualities in a given product seem to show that if grade labeling were introduced Mrs. Average Homemaker would have considerable difficulty in finding the particular combination of features she prefers.



In his survey Mr. Roper studied effect of size, price, brand on canned food purchases